

NOTICE INVITING APPLICATION

No.PBCA/SM/HIRING/CONTENTMANAGER/2019

Date : 25th November 2019

Subject :- Invitation of applications for engagement of 'Senior Content Executive' for Social Media Cell in Prasar Bharati Central Archives.

Prasar Bharati Central Archives invites applications from young and dynamic persons for engagement as 'Senior Content Executive' in Prasar Bharati Central Archives on full time contract basis, based at New Delhi. The requisite details of the said post are as under :-

Senior Content Executive (No. of Post-03, Consolidated Remuneration Rs.25,000/-PM)

Qualification :

PG Degree/Diploma in Journalism/Production or Degree/Diploma in Computer Application

Experience :

Essential

- Minimum 2 years of social media work experience

Desirable

- Experience in Content Management
- Excellent knowledge of YouTube Studio (All Tools)
- Excellent knowledge of Facebook Studio
- Knowledge of Live Facebook/YouTube
- Design, build and maintain the social presence
- Understanding of SEO guide-lines (On Page and Off Page)

Nature of Duties :

1. To manage social media handles of Prasar Bharati Archives
2. Uploading and Editing/Curation of media content on social media platforms
3. Design, build and maintain the social presence of Prasar Bharati Archives on all social media platforms viz. YouTube, Facebook, Twitter, Instagram, etc.
4. Create brand image and awareness among the target audiences through social media, organic traffic and online ads
5. Strategize, measure and report the results from digital marketing campaigns
6. Campaign optimization and keyword Analysis of digital marketing campaigns.

The Terms and Conditions of these engagements are as given below:-

- (i) The services will be purely on contractual basis. The persons engaged shall have no claim either implicit or explicit, for his/her absorption or regularization in Prasar Bharati.
- (ii) The person will be engaged on full time basis and will not be allowed to take up any other assignment during the period of contractual engagement.
- (iii) Persons engaged on contract basis can be assigned additional task apart from the specific tasks for which they are engaged.
- (iv) Period of engagement shall be one year extendable based on requirement of the organization and performance review.
- (v) The engagement can be discontinued/terminated with one month notice or one month's salary in lieu thereof by either side without assigning any reason.
- (vi) No claim of pensionary benefit on account of this contractual engagement shall be admissible.
- (vii) Prasar Bharati reserves the right to conduct test and/ or interview of the shortlisted candidates. No TA/DA etc. will be paid for attending the test/interview.

(2) Those candidates who are eligible and willing to work on above terms & conditions in Prasar Bharati, having requisite qualification and experience indicated above may send their applications in the prescribed proforma (all fields mandatory) at Annexure along with self-attested copies of supporting documents within 30 days from the date of issue to Deputy Director General (Prasar Bharati Archives), Room No. 01, Ground Floor, Akashvani Bhawan, Sansad Marg, New Delhi - 110001. Application may also be sent by e-mail at prasarbharatiarchives@gmail.com.

Ashutosh Kumar
28/11/2019
(ASHUTOSH KUMAR)

Drawing & Disbursing Officer
for Deputy Director General

Dy. Director General (Tech.), Prasar Bharati Sectt. – With a request to upload this circular on the Prasar Bharati website upto the date indicated in para 2 above.

Copy to:-

- 1) PS to CEO, Prasar Bharati.
- 2) Additional Director General (Archives).
- 3) DDG, Central Archives
- 4) Notice Board, Prasar Bharati Sectt, DG: DD, DG: AIR, DG: DD News & DG: NSD, AIR, PB Archives.

**APPLICATION PROFORMA FOR ENGAGEMENT OF SENIOR CONTENT EXECUTIVE IN PRASAR BHARATI
ARCHIVES AS PER CIRCULAR ADVERTISEMENT NO.PBCA/SM/HIRING/CONTENTMANAGER/2019**

DATED 28.11.2019

1	Name of the position applied for				
2	Title: Mr. / Ms. / Mrs.				
3	Name of the Applicant in full (in Block letters)				
4	Date of Birth (Age)				
5	Father's/Husband's Name				
6	Permanent Address				
7	Correspondence Address				
8	E-mail ID				
9	Mobile No.				
10	Landline No.				
11	Educational Qualification (from Matriculation onwards) (Please attach additional line or sheet if space below is insufficient)				
	Name of University/Institute/Board	Course	Year of passing	Grade/ Division /CGPA	Additional information, if any
12	Professional Qualification, if any				
13	Experience (Please attach separate sheet or additional lines if space below is insufficient):-				
	Name of the Organization	Post held/Designation	From dd/mm/yy	To dd/mm/yy	Gross Remuneration (in Rs.) per month/annum
					Specific Nature of Duties/Special Achievements

14	Proficiency in MS Office and use of Internet, if any (please specify the level of accomplishment)	
15	Any other relevant information/documents attached, if any, in support of your suitability for the said engagement. Attach a separate sheet, if necessary	

DECLARATION

I solemnly declare that the above particulars are true and correct to best of my knowledge and belief, no part of it is false and nothing material has been concealed there from. I also understand that my candidature to the post applied for / contractual engagement is liable to be cancelled/ terminated, if at any stage it is found that the above information is false or incorrect or misleading.

Place : _____

Date : _____

(Signature of the Applicant)
